

TWO WOMEN ESCAPE DEATH NARROWLY IN APARTMENT BLAZE

Aged Victims Rescued From
Burning Brooklyn House
Just in Time.

Two women narrowly escaped death in a fire, at 1 o'clock this morning, that started in a dumbwaiter shaft in a four-story apartment house at Nos. 82 and 84 Fifth Avenue, Brooklyn.

Mrs. Anna Galvin is an elderly sufferer from heart trouble and her daughter, Mrs. Marion Bonuck, was assisting her from their apartment on the top floor when the mother became lost in the smoke-filled hall. A man who had run into the building, before the firemen arrived, assisted Mrs. Galvin to the street. Mrs. Bonuck got out safely, but an ambulance physician had to treat Mrs. Galvin for hysteria.

Mrs. Josephine McMullen, fifty years old, rushed alone from her apartment on the top floor. She had been burned about the face and right arm and fell on the first floor. Firemen found her in the smoke and carried her out.

William Haeel, who lives with his wife on the second floor, was burned on the right arm and was treated by a physician, but remained at home. Mrs. McMullen was taken to Seney Hospital, but her condition was not serious.

The lower floor of the building is occupied by stores, and five families live on the floors above. Except for those named, all the tenants got out safely by way of the stairs. The origin of the fire, which went up through the dumbwaiter shaft to the roof, is not known. The loss was \$2,000.

WHAT EVERY WOMAN SHOULD KNOW!

How to Keep Well, Keep Strong and Keep a Perfect Figure, Told in a Series of Illustrated Lessons

To-Day's Illustrated Lesson Suggests More Menus for Stout Women's Diet and Gives Dumbbell Exercises Which Waken Liver and Aid Reduction of Fat.

LESSON XXVI.

By Pauline Furlong.

The Evening World's Authority on All Questions of Woman's Physical Well Being.

To-day The Evening World prints a suggested diet for stout women covering four days and completing a week of meals for would-be reducers, since three sets of luncheons and dinners were published yesterday.

Even a casual study of the meals as outlined will show, I think, that the stout woman need not be a dietetic martyr. The dishes are appetizing, varied and seasonable. They also are easy to prepare, a quality which should recommend them to the woman who is her own cook, and the woman who eats all or most of her meals away from home will find them



upon the bill of fare in almost any restaurant.

DIETING FOR REDUCTION ALSO REDUCES "COST OF LIVING."

In these days of the high cost of living the woman who wants to grow thin may at the same time fatten her pocketbook, for Ben Franklin tells us that a penny saved is a penny earned, and the conscientious reducer certainly can cut down her expenditures for food both at home and in public dining places. Perhaps this view of her case may help the reducer to cheer up. It was that particularly level-headed business man, Henry Ford of Detroit, who observed the other day that giving ourselves more food than we need is exactly as wasteful as clogging up an engine with a surplus of lubricating oil. Why persist in one form of extravagance, he added, when we laugh at the other.

The reason many persons are prejudiced against a reducing diet is because various health faddists have prescribed such far-fetched dietary systems for taking off flesh. It is against human nature to live for days on orange juice and dry toast, or skim milk and watercress, or celery and water, or thin air. For some of the prophets of slenderness advocate a diet of nice, cool atmosphere for periods ranging from ten to thirty days!

Such extremes are unnecessary, besides being actually harmful in many instances. They remind me of the sarcastic advice about curing a cold in the head—cut off the head. Temporary starvation, or semi-starvation, will undoubtedly "cure" obesity, but meanwhile so much damage will be done to the system that the good effect of removing fat will be more than nullified.

And even assuming that a very healthy woman might submit to an extremely rigorous diet or fast which would remove her surplus tissue and do her no lasting harm in any way, it is doubtful if her reduction would be lasting. In the reaction from the severe regime to which she was induced to submit herself, she would be likely to go to the opposite extreme, attack the forbidden flesh-pots with renewed vigor and thus lose all permanent benefit from her heroic treatment.

I have listed many times the articles of food from which the fat woman may take her choice. Each of my women readers may modify my tentative menu to suit her circumstances and appetite. Many modifications are possible without interfering with reduction.

MORE HOT WEATHER MENUS FOR THE STOUT WOMAN.

THURSDAY.
LUNCH.
Cold Beef, Baked Apples.
DINNER.
Cold Beef, Baked Apples.
Cold Beef, Baked Apples.
Cold Beef, Baked Apples.

FRIDAY.
LUNCH.
Cold Beef, Baked Apples.
DINNER.
Cold Beef, Baked Apples.
Cold Beef, Baked Apples.
Cold Beef, Baked Apples.

SATURDAY.
LUNCH.
Cold Beef, Baked Apples.
DINNER.
Cold Beef, Baked Apples.
Cold Beef, Baked Apples.
Cold Beef, Baked Apples.

SUNDAY.
LUNCH.
Cold Beef, Baked Apples.
DINNER.
Cold Beef, Baked Apples.
Cold Beef, Baked Apples.
Cold Beef, Baked Apples.

BODY MUST BE EXERCISED TO KEEP LIVER ACTIVE.
As I told you yesterday, one of the most important moves in the campaign for general health, which must be the basis of any attempt to reduce or develop, is keeping the liver in good working order. When it is sluggish and inert the blood becomes poisoned, and it is difficult to remove stagnant

ring up the liver, it reduces the hips and abdomen and develops the arms and shoulders.

Letters From Evening World Readers Following Miss Furlong's Lessons.

EVA C. writes: "My right hip seems a little higher than the left. What causes this and what will remedy it?"

This is a common complaint. Many

It Ruins Hair to Wash It With Soap

Soap should be used very sparingly, if at all, if you want to keep your hair looking its best. Most soaps and prepared shampoos contain too much alkali. This dries the scalp, makes the hair brittle, and ruins it.

The best thing for steady use is just ordinary mulified coconut oil (which is pure and greaseless), and is better than soap or anything else you can use. One or two spoonfuls will cleanse the hair and scalp thoroughly. Simply moisten the hair with water and rub it in. It makes an abundance of rich, creamy lather, which rinses out easily, removing every particle of dust, dirt, dandruff and excessive oil. The hair dries quickly and evenly, and it leaves the scalp soft, and the hair fine and silky, bright, lustrous, fluffy and easy to manage.

You can get mulified coconut oil at any pharmacy. It's very cheap, and a few ounces will supply every member of the family for months.—Adv.

Readers of Miss Furlong's articles who are following her lessons are invited to write to her, in care of The Evening World, requesting information that will aid them in following her rules for diet and exercise. Miss Furlong also will be interested to learn the results of her lessons as shown by your charts.

people are a trifle larger or higher on one side.

P. C. H. writes: "I eat a lot of wholesome, fattening foods, but do not seem to grow any stouter. What causes this?"

Probably if you eat less food and

masticate it well you will gain weight. It is not the quantity of food you take but the amount you properly digest and assimilate that builds up the body.

MISS M. M. M. writes: "I know my question has nothing to do with your lessons, but will you tell me how to remove superfluous hair and moles?"

Any questions pertaining to health, diet and beauty are permissible in my column. These can be permanently removed only with the electric needle.

MISS L. VAN V. asks: "How can I get the back copies containing diet, etc.?"

Send 1 cent in stamps for each number you desire and stamps to cover mailing of same.

NEW YORK PERSONAL.
MISS IDA C. PRAEDEL, 121 West Ave., Brooklyn, N. Y., says: "I was somewhat run down from teaching and I wanted a medicine of the 'spring tonic' order. This I found in Dr. Pierce's Golden Medical Discovery. I kept up the treatment during my hardest work and used about eight bottles. I found this remedy did all I could expect, and I am glad to endorse it."
Dr. Pierce's Golden Medical Discovery, free from alcohol and narcotics, does just what is stated above, simply because it banishes from the blood all the impure deposits and carries them out, as it does all impurities, through the Liver, Bowels, Kidneys and Skin.—Adv.

WORLD WANTS WORK WONDERS

Store Closed All Day Saturday
Franklin Simon & Co.
Fifth Avenue

Will Continue Thursday

Semi-Annual Sale

Men's Furnishing Shop

16 West 38th St.—Store Floor

This is our regular stock and not merchandise bought for sale purposes

Men's Crepe Shirts

Custom shirts of imported cotton crepe.

1.85 Heretofore \$3.00

Men's Silk Shirts

Of heavy tub silk, light or dark grounds, in a large variety of combination stripes and colorings.

3.50 Heretofore \$5.00

Silk Crepe Shirts

Of superior quality satin striped crepe de Chine.

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Men's Silk Crepe Shirts

Of finest quality satin striped silk crepe and "Pussy Willow" taffeta silk.

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Of silk crepe, foulard and heavy silks in a large variety of colorings.

.55 Heretofore \$1.00

Men's Silk Scarfs

Of heavy imported silks in a large variety of stripes, figures and combination colorings.

.85 Heretofore \$1.50 to \$2.50

Men's Silk and Madras Pajamas

Of silk and madras in a large variety of stripes and plain colorings.

2.65 Heretofore \$3.50

Men's Silk Underwear

Athletic underwear of white silk, athletic shirt, knee length drawer.

Per Garment 1.50 Heretofore \$2.50

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Clearance Sale Thursday

800 Women's House Dresses

For House, Porch and Garden Wear.
Sizes to 46 bust measure.

Values 2.50, 3.50 and 4.00

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265 Women's Separate Skirts

Of Cords, Linen, Corduroy, Gabardine and Fabrics.

Regular Values to C.90

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165 Misses' Summer Dresses

Of Striped, Checked and Flowered Voiles.

Regular Values to 15.00

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95 Misses' Net Dresses

Attractive models of embroidered net, silk trimmed.

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1000 Girls' Summer Dresses

Of Linen, Repp and Chambray, embroidered and trimmed models in white and colors.

Regular Values to 3.95

1.00

185 Girls' Top Coats

Tailored and trimmed in various fabrics and colors.

Regular Values to 9.75

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Store Hours
8:30 A. M.
to 5:30 P. M.
Saturdays 8:30
A. M. to 12
Noon.

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R. H. Macy & Co.'s Attractions Are Their Low Prices
Herald Square, Broadway, 34th to 35th St.

Photography
Films developed and printed—convenient Main Floor Counter.

Light-Weight Luggage

Ideal for Summer use—extremely light, strong, yet fine-looking—a grade regularly sold at higher prices.

Japanese Matting Cases

\$2.24

Regular prices \$2.69 and \$2.97

Natural Reed Cases

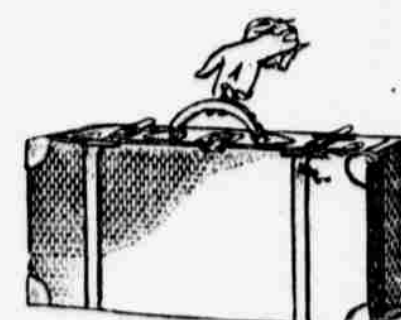
\$3.38

Regular prices \$4.14 and \$4.49

Genuine Rattan Cases

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500 Pieces Now on Sale

Light as a "feather"—just the kind you need for vacations and week-end trips. Frames of tough, light basswood; corners and edges reinforced with stoutly sewed on cowhide; two cowhide straps go all around. Locks are the new, easy-snapping kind; Keratol binding at the opening edges makes cases dustproof. The big, comfortable

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Buy now, while this fine luggage bears a price below its worth.

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